

mSMS – Managed SMS Marketing

Steps to reach your market fast

1. Put up a signboard or publish on newspapers, radio or TVs.
2. Setup SMS Campaign using **mSMS's Campaign Manager:**

Campaign End Date: 20/12/2008

No of Vacancy: 200

Keyword = kumon

SMS to Broadcast:

Kumon Class starts 01 Jan 2008. To reserve, reply: get kumon or Call 61234567
KumonCentre@EduHub

SMS Response on successful reservation:

Thanks for your reservation. Your Phone is <90123456>, your reservation ID is <12001>. Bring along your child's particulars to Kumon centre@EduHub within next 3 days. To cancel reservation, reply: cancel kumon

SMS Response for unsuccessful reservation:

Sorry, we regret to inform you that we are fully booked. Should there be any vacancy or any related classes, we will inform you ASAP.

Phone Book Group: <Choose your address group> or leave blank.

3. Click Send. Log out & get yourself a cup of coffee.

What's next?

People on your phonebook who receive your broadcast can reply immediately. People who see the signboard, TV or radio ads can also reply with 'get kumon'. People who reserve & cancel later will be handled by the system automatically.

System handles the sms requests automatically with SMS response configured above. Any new phone numbers not in your phonebook will be added automatically. Response list will be generated for you to verify the sender.

Why mSMS? Your **targeted** contact database is **growing automatically** with each campaign without any manual work - save labour & advertising costs! Definitely better results with people who're already interested in your services & products.



- Kumon Class -
Early Childhood Development
Next Semester Starts on 01 Jan 08!
200 Vacancy only.

Reservation: SMS
'get kumon' to 90088000



Case Study

SMS Marketing Campaign for Education Services

